



MALAYSIA

Market Brief

Malaysia is the 25th largest agricultural export market of the United States, with \$1.22 billion in total export value in 2021. Meanwhile, for consumer-oriented food and beverage products, the U.S. was Malaysia's fifth largest supplier in 2021, with total sales reaching \$650 million.

Quick Facts

Demographics

- 32.7 million in population
- Population is rapidly growing and is increasingly urbanized

2021 GDP

- GDP: \$373 billion
- Real GDP growth rate: 3.1%

Median Household Income

- \$16,391 per year

Best Product Prospects for U.S. Consumer-Oriented Products in Malaysia



Prepared foods



Dairy



Processed vegetables



Fresh fruits



Processed fruits



Tree nuts



Beef and Beef Products



Pork



Non-alcoholic beverages



Pet food

Top U.S. Competitors in Malaysia

- Thailand
- Indonesia
- China
- Brazil
- Argentina
- Australia
- New Zealand



Market Trends



- Growing HRI, retail, and food processing sectors require a wide range of imported food products and ingredients.
- Rising disposable income is driving demand for high-quality imported F&B products.
- Many U.S. products need to be halal certified, which can be a lengthy process. However, Malaysia's trade and regulatory policies are relatively open and provide opportunities for a broad range of imported food and beverages.

Logistics



- Cold chain industry is growing, but it is highly fragmented. Some companies are only focused on distribution and transportation, while others concentrate on the storage element of the cold supply chain.

Import Regulations and Procedures



- In the U.S., the Malaysian government has appointed 3 Islamic institutions to inspect, and halal certify F&B products for export to Malaysia: the Islamic Food and Nutrition Council of America (IFANCA), Islamic Services of America (ISA), and the American Halal Foundation (AHF).
- For details on Malaysian food laws and importer criteria, please access the latest FAS Malaysia Food and Agricultural Import Regulations & Standards Country Report at <https://gain.fas.usda.gov/>

Market Entry Recommendations



- Develop links with local importers that target the major retailers, hotels, restaurants, and processors. U.S. exporters are advised to appoint local distributors, or at least a local representative to help guide them through the requirements of Malaysian food regulations and local trading practices.



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